ABSTRACT OF THE DISCLOSURE

The present invention provides a heat sensitive recording material which has high sensitivity and high degree of color formation, excellent storage stability in image portions and non-image portions (i.e., background portions), high whiteness in background portions, and can stably maintain a high contrast image for a long period of time. The heat sensitive recording material has, on a support, a heat sensitive color-forming layer having an electron donating colorless dye and an electron accepting compound. At least one type of the electron accepting compound is 2,4-bis(phenylsulfonyl) phenol, and the heat sensitive color-forming layer further has 2-naphthylbenzyl ether and an amide compound as thermally fusible substances.